



Community Resource Coordination Groups of Texas

Tips for Recruiting CRCG Members

Overview

Focusing efforts on recruiting CRCG members is important because a diverse and robust membership strengthens a CRCG's ability to help their community. CRCGs include representatives from state agencies, local government agencies, private providers, individuals, and family members as directed by legislation and the CRCG Memorandum of Understanding (MOU). Use this tip sheet to learn strategies to recruit and maintain members from key partner agencies and organizations.

Identify Membership Needs

CRCGs should assess their membership needs and goals on an annual basis. Together with CRCG members, explore:

- Who does our CRCG serve and what are their needs?
- Is our CRCG culturally representative of the county(ies) we serve?
- Which agencies and organizations should be at the CRCG table to help meet those needs?
- Do we have members with lived experience?

Identify Prospective Member Agencies/Organizations

Identify agencies and organizations who play an important role in the service and support system for individuals with complex needs that are missing from your CRCG membership. You may:

- Review the CRCG [MOU](#) to determine which state agency partners are missing from your membership.
- Consult local community resource directories such as [2-1-1 Texas](#), [Aunt Bertha](#), and area [United Ways](#) to identify local community organizations.
- Ask your CRCG members, individuals and families that you've served, or your Local Mental Health Authority to help identify and recruit at least one peer and family representative to be a part of your CRCG.
- Conduct an informal brainstorming session with your CRCG to identify potential members.
- Look to CRCG members for existing connections and community partnerships.
- Contact a neighboring CRCG for additional recommendations about prospective members.

Gain Buy-in from Leadership

Attendance and active involvement in CRCGs must be recognized as valuable and supported by the prospective member organization's leadership. Engage and educate the leadership about the benefits of CRCGs with outreach materials and by sharing:

- What CRCGs are and how they work. Include how CRCGs help to decrease duplication of efforts, streamline services, and connect providers.
- How CRCGs benefit individuals, families and communities.
- How the agency's participation will play an important role for the children, youth, adults, and families your CRCG serves.
- How CRCGs can impact their agency's challenges. For example, explain to a probation chief how coordinating community-based resources for a child and family can decrease out-of-home placements. Provide examples and success stories from your CRCG.
- Current agency and community partner members.



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- CRCG MOU and outlining partner agency responsibilities if they are an MOU partner agency.

Ask the leadership if they would like to participate in the CRCG or if they would like to identify a staff member to participate. Explain that it is critical that the identified member have the authority to contribute to decisions and recommendations made by the CRCG, and to contribute resources to resolving the needs of the individuals and families served by the CRCG.

**The State CRCG Office has email templates and outreach materials to help you connect with prospective members.*

Invite the Prospective Member to an Organizational or CRCG Meeting

If the CRCG is being developed, an organizational meeting may be held with community partners and organizations for planning purposes. Invite the prospective member to the organizational meeting. If the CRCG is already established, invite the prospective member to an upcoming meeting.

- Use the State CRCG Office email templates and outreach materials located on the CRCG website to invite the prospective member to your meeting.
- At the meeting, ask the prospective member to share about their agency/organization and allow them time to ask questions of other members.
- Explain the process, structure, and the roles of CRCG leaders and members.

Follow-up with Prospective Members

After the organizational or CRCG meeting, follow-up with the prospective member and ask them if they have questions or want any additional information about the CRCG, process, or member responsibilities. Confirm their participation as a permanent CRCG member.

Conduct Community Marketing and Outreach

- Assign members to call or meet with prospective members.
- Use outreach materials and tools created by the State CRCG Office to help explain what CRCGs are and why organizations are being asked to become members. This includes email templates, Partner Recruiting Flyer, brochure, and other materials to help you increase awareness about your CRCG and recruit new members.
- Present about CRCGs at local conferences, resource fairs, and organizations.
- Compile and share success stories from your CRCG.

Note: Follow confidentiality and consent guidelines when sharing success stories about individuals and families.

Additional Information and Support

- Refer to the CRCG Guidebook for more detailed information on how to recruit CRCG members.
- If you have questions or need additional assistance contact the State CRCG Office at CRCG@hhsc.state.tx.us or 512-206-5255.